

# THE SUMMIT

STRATEGIES FOR PEAK PERFORMANCE

MISSOURI REALTORS®

**WED. AUGUST 14, 2013**

Country Club Hotel & Spa | LAKE OZARK, MO

Featuring more than 20 panelists  
and speakers including



 **Zillow®**  **trulia®** **realtor.com®**

**DON'T MISS OUT ON THE**

**EDUCATION AND NETWORKING EVENT OF THE YEAR**

GET THE LATEST FROM DIGITAL INDUSTRY GIANTS

**ZILLOW, TRULIA AND REALTOR.COM**

SEPARATE TRACKS FOR BROKERS & AGENTS

**How to turn a failure into a success and**

**USEFUL RISK REDUCTION TOOLS**

The future of real estate and what it means to you

**WEDNESDAY, AUGUST 14, 2013**

**AT THE BEAUTIFUL LAKE OF THE OZARKS**

**HEAR ABOUT THE POWER OF A POSITIVE ATTITUDE**

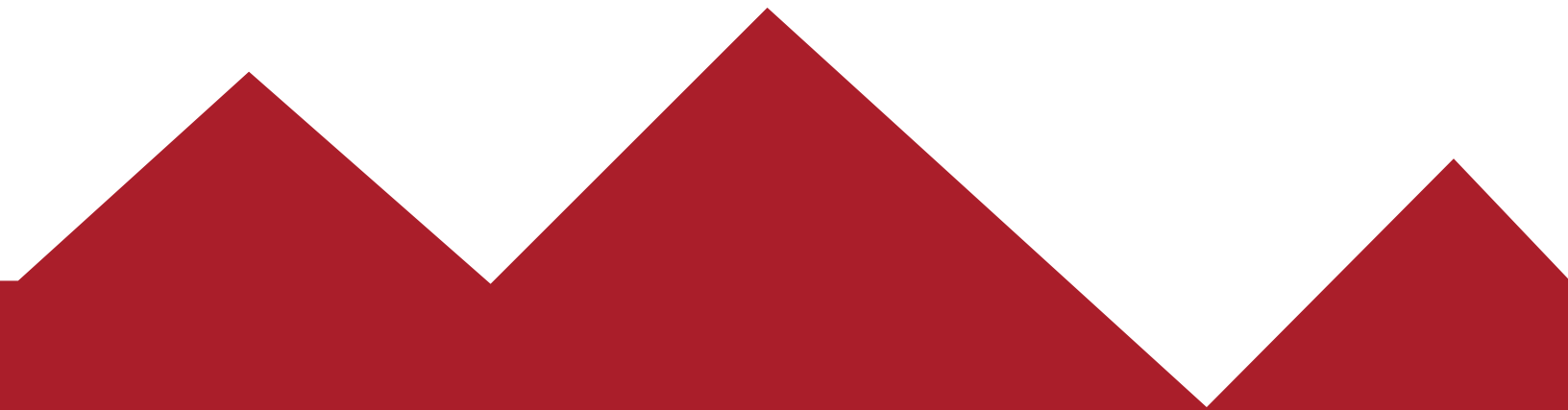
STATE AND NATIONAL LEGAL UPDATES YOU SHOULD KNOW

**INTERACT WITH INDUSTRY INSIDERS**

SUCCESS STRATEGIES FROM SUPERSTAR BROKER & AGENT PANELS

LEARN, NETWORK, HAVE FUN, AND

**OH YEAH, THERE'S GOLF TOO.**





**CHRIS CROCKER**  
VP Strategic  
Partnerships ZILLOW



**GINGER WILCOX**  
Director of Industry  
Marketing TRULIA



**CURT BEARDSLEY**  
VP Product Marketing  
REALTOR.COM



**DARRYL DAVIS**  
Best Selling Author,  
Speaker & Comedian



**HOWARD CHUNG**  
VP Broker Excellence  
JOHN L. SCOTT REAL ESTATE



**MIKE HICKMAN**  
President SEVEN  
GABLES REAL ESTATE



**MIKE MCGREW**  
Chairman/CEO  
MCGREW REAL ESTATE



**JOHN SMABY**  
Manager  
EDINA REALTY



**RAY GRONOWSKI**  
VP of Brokerage  
RPR



**FINLEY MAXSON**  
Senior Counsel  
NAR



**ALEX MILSHITEYN**  
Team Leader HOWARD  
HANNA REAL ESTATE



**DAWN DUNAVANT**  
REALTOR® REECE &  
NICHOLS BLUE SPRINGS



**COLE CURRIER**  
Broker/Co-Owner  
FOGGY RIVER REALTY



**JANET CARDER**  
Executive Director  
MREC



**JOE DENKLER**  
Enforcement Manager  
MREC



**MATT MAYNARD**  
President  
FormsRUs



**SAM LICKLIDER**  
Chief Lobbyist  
MISSOURI REALTORS



**TEAH HOPPER**  
Dir. Digital Engagement  
MISSOURI REALTORS



**STEVE GRAHAM**  
VP Legal Affairs  
MISSOURI REALTORS



**SHARON KEATING**  
2013 President  
MISSOURI REALTORS

MISSOURI REALTORS®

# THE SUMMIT

## WED. AUGUST 14

### 9:00am-4:30pm

Country Club Hotel & Spa  
301 Carol Road | LAKE OZARK, MO 65049

The 2013 SUMMIT, hosted by the Missouri REALTORS®, is the education and networking event of the year for Missouri brokers and agents. The SUMMIT will feature news and information critical to success in today's real estate market, including the future of real estate technology, state and national legal and legislative updates, Missouri Real Estate Commission compliance information, and strategies for success from power Broker and Agent panels. The SUMMIT is designed to give you the opportunity to learn from, and interact with, top industry leaders from across the country. Capitalize on strategies for peak performance in a highly competitive marketplace.

**\$99 REGISTRATION FEE**  
**\$79 EARLY BIRD REGISTRATION (save \$20!)**

SPECIAL RATE EXPIRES July 21, 2013

**BROKERS—BRING YOUR AGENTS!**

BRING THREE OR MORE AGENTS FROM YOUR OFFICE & GET A \$20 POST-SUMMIT REBATE



**REGISTER ONLINE**

<https://missourirealtorsportal.ramcoams.net>  
Events/Meetings tab

DON'T MISS OUT ON EARLY BIRD REGISTRATION!

#### KEYNOTE SPEAKER

**Darryl Davis** AUTHOR & COMEDIAN

What began as a way to support his acting career later became Darryl's true passion and lifelong mission. Becoming a real estate agent at age 19, he is the author of "How To Become a Power Agent in Real Estate."

#### ONLINE REAL ESTATE PORTAL PANEL

**Chris Crocker** ZILLOW

Chris Crocker leads Zillow's Partner Relations team and oversees strategic partnerships with large brokerage firms and multiple listing services. Prior to Zillow, Chris served as a regional VP for the NRT division of Realogy.

**Ginger Wilcox** TRULIA

Ginger Wilcox is a recognized leader in the real estate industry. As Director of Industry Marketing, she oversees marketing and communications for Trulia's business services division.

**Curt Beardsley** REALTOR.COM

With a background in high technology, Curt Beardsley founded True North Technology in 1994, which developed the first major internet-based Multiple Listing Service (MLS) system in the United States.

Hotel rooms available for the evening of August 13 at a special rate of \$89 (Rate expires July 15). Contact the hotel directly to make reservations at 800-964-6698 [www.countryclubhotel.com](http://www.countryclubhotel.com)

Questions? Email [thesummit@morealtor.com](mailto:thesummit@morealtor.com) or call 800-403-0101, ext. 122

SUMMIT Cancellation Policy: FULL refund if cancelled 30 days in advance. HALF refund if cancelled 14 days in advance. NO refund if cancelled less than 14 days in advance.

# SUMMIT SCHEDULE

CHOOSE YOUR TRACK —

■ BROKER SESSIONS  
■ AGENT SESSIONS

|         |                                                                                                                                                                                                                                                              |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:30am  | REGISTRATION                                                                                                                                                                                                                                                 |
| 9:00am  | WELCOME Sharon Keating 2013 President, Missouri REALTORS®                                                                                                                                                                                                    |
| 9:15am  | Discover the Power of RPR Ray Gronowski Realtors Property Resource (RPR)<br>Overcoming Objections Howard Chung VP Broker Excellence, John L. Scott Real Estate                                                                                               |
| 10:00am | LEGAL UPDATE Steve Graham VP Legal Affairs & Risk Management, Missouri REALTORS®<br>Finley Maxson Senior Counsel, National Association of REALTORS®<br>LEGISLATIVE UPDATE Sam Licklider Chief Lobbyist, Missouri REALTORS®                                   |
| 10:45am | BREAK                                                                                                                                                                                                                                                        |
| 11:00am | MREC COMPLIANCE ISSUES Janet Carder Executive Director, MREC Joe Denkler Enforcement Manager MREC<br>Make THE LANDING Work for You Teah Hopper Director of Digital Engagement, Missouri REALTORS®                                                            |
| 11:40am | What the REALTOR Party Means to You John Smaby Manager, Edina Realty<br>Online Forms Tips & Tricks Matt Maynard & Brian Hoy FormsRUs                                                                                                                         |
| Noon    | KEYNOTE PRESENTATION & LUNCH Designing a Life Worth Smiling About Darryl Davis Author, Speaker & Comedian                                                                                                                                                    |
| 1:30pm  | PANEL: The Role of Online Listing Portals Today and in the Future<br>Curt Beardsley VP Product Marketing, Realtor.com<br>Chris Crocker VP Strategic Partnerships, Zillow<br>Ginger Wilcox Director of Industry Marketing, Trulia<br>Moderated by Russ Cofano |
| 2:45pm  | BREAK                                                                                                                                                                                                                                                        |
| 3:00pm  | POWER BROKER PANEL<br>Moderated by Richard Mendenhall<br>POWER AGENT PANEL<br>Moderated by Leah Petras                                                                                                                                                       |
| 4:00pm  | WRAP UP                                                                                                                                                                                                                                                      |

JOIN US FOR A PRE-SUMMIT RECEPTION and BARBEQUE  
TUESDAY, AUGUST 13, 6:30pm - FREE!  
OSAGE NATIONAL GOLF RESORT (see map next page)  
Sponsored by HERMAN PAGE, THE REAL ESTATE BOOK  
JOHN AND LYNN FARRELL, JOHN FARRELL REAL ESTATE

# AND DON'T FORGET THE GOLF!

## 16TH ANNUAL LARRY CROOKSHANKS MEMORIAL RPAC-MO GOLF TOURNAMENT



**TUESDAY, AUGUST 13 (the day before the SUMMIT)**  
**OSAGE NATIONAL GOLF RESORT**  
**400 OSAGE HILLS, LAKE OZARK, MO 65049**  
**1:30pm SHOTGUN START**  
**\$600 FOR A TEAM OF FOUR**  
**\$150 INDIVIDUAL**

**6:30PM POST-GOLF RECEPTION & BARBEQUE FOR ALL GOLFERS AND SUMMIT PARTICIPANTS**

### COME GOLF, NETWORK AND RELAX BEFORE THE SUMMIT

Join us the day before the SUMMIT for a relaxing round of golf at the Osage National Golf Resort, located 6 miles from the SUMMIT venue. Nestled amongst the scenic bluffs of the Osage River, and designed by Arnold Palmer, this is the Lake of the Ozarks' premier golf course. Voted Best in the Lake Area for 2010, 2011 and 2012.

[www.osagenational.com](http://www.osagenational.com)



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### SPONSORSHIP OPPORTUNITIES

[www.thelanding.net/thesummit](http://www.thelanding.net/thesummit)



Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may contribute more or less than the suggested amount. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local associations will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.